

2025 Sydney Royal Easter Show



ATTENDEES

Total Attendees

846,500

GENDER

Female

53%

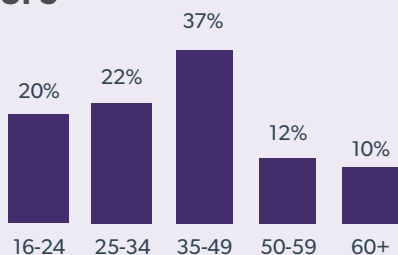


Male

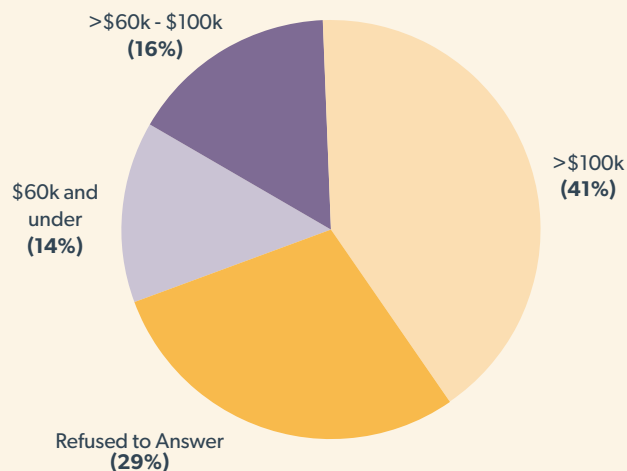
47%



AGE GROUPS



HOUSEHOLD INCOME



*Some totals may not add due to rounding

**ONE OF
AUSTRALIA'S
LARGEST ANNUAL
TICKETED
EVENTS**



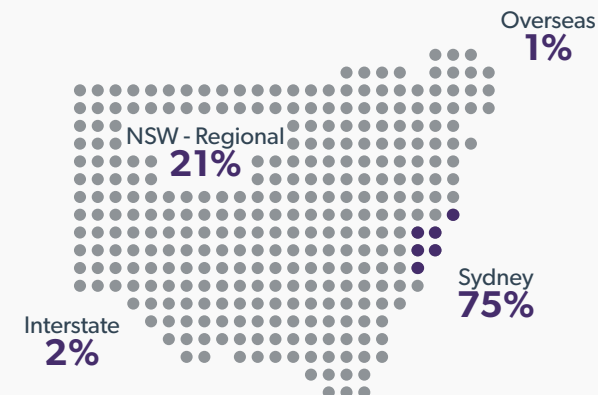
Royal Agricultural Society of NSW

**CELEBRATING OVER 200
YEARS OF EXCELLENCE IN
AGRICULTURE**

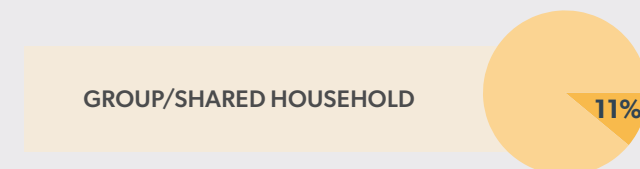
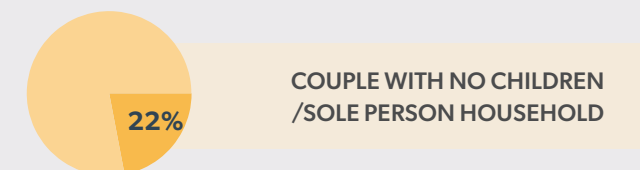
**ANIMALS
ARE THE
MAIN REASON
PEOPLE COME TO
THE SHOW**

Source - IER Attendee Research 2025

ATTENDEE ORIGINS



ATTENDEE HOUSEHOLD TYPES

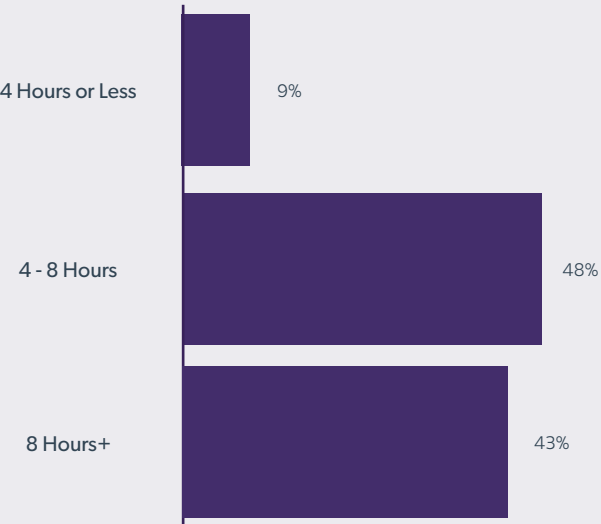


*7% NOT IDENTIFIED/UNKNOWN

2025 Sydney Royal Easter Show



NUMBER OF HOURS SPENT AT THE SHOW



Average: **7.6 HOURS**



53%
Attend the Show
every year



500+
Places to browse,
buy and sample

TOP 5 AGREEMENT STATEMENTS

- The Show showcases excellence in Australian agriculture
- At the Show, the more you look, the more you find
- The Show provides a great variety of entertainment each year
- The Show forms an important part of our Australian heritage and national identity
- The Show educates children and adults about where food comes from

**THE SHOW
RECEIVED OVER
\$66 MILLION
WORTH OF MEDIA
EXPOSURE**

**TOTAL VALUE OF
AGRICULTURAL SALES
DURING THE SHOW \$18.1M**

**IMPACT OF OVER
\$462 MILLION TO THE NSW
ECONOMY**

Source - Royal Agricultural Society of NSW Size and Scope Study 2025

**55% OF
ATTENDEES WILL
DEFINITELY OR
ARE LIKELY TO
RETURN IN
2026**

Source - IER Attendee Research 2025

SHOW DATES 2 - 13 APRIL 2026
<https://www.eastershow.com.au/about-us/partnership-opportunities/>

DIGITAL REACH



9M
Website Page
Views



268K
Social Media
Users



28M
Organic Social
Impressions



2.9M
eDMs Delivered

AVERAGE SPEND BY ATTENDEES



Spend per Group
(Avg. group of 3)
\$508

Spend per
Person
\$173

LARGEST AGRICULTURAL EVENT IN THE SOUTHERN HEMISPHERE



13,000+
Animals on-site during the Show
with 400 breeds



17,000+
Awards handed out to
competition entries